

# HOW IS AN UNCERTAIN ECONOMY IMPACTING B2B TECH & SAAS MARKETING BUDGETS IN 2022?

A report from FINITE – The private, global community for B2B  
marketers in tech and SaaS

July 2022

While not definitive, this report offers insight into how a volatile economy has affected B2B tech and SaaS marketing budgets in 2022, with an attempt to foresee how they might be affected in the coming months.

We surveyed members of FINITE - the private, global community for B2B marketers in tech and SaaS. The findings represent industries spanning MarTech, HRTech, Fintech and more, as well as small, medium and enterprise organisations. More information on demographics can be found on page 3.

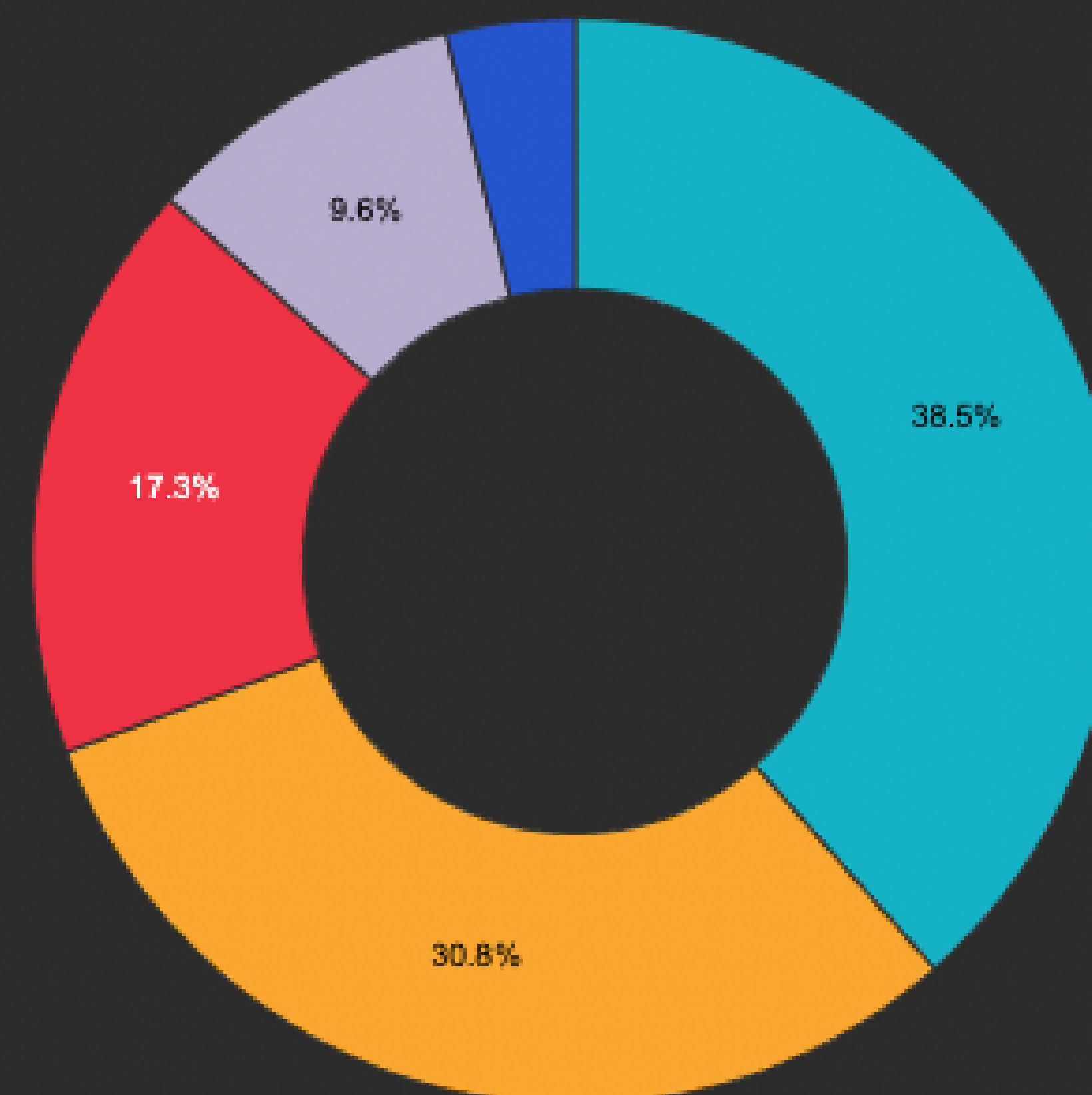
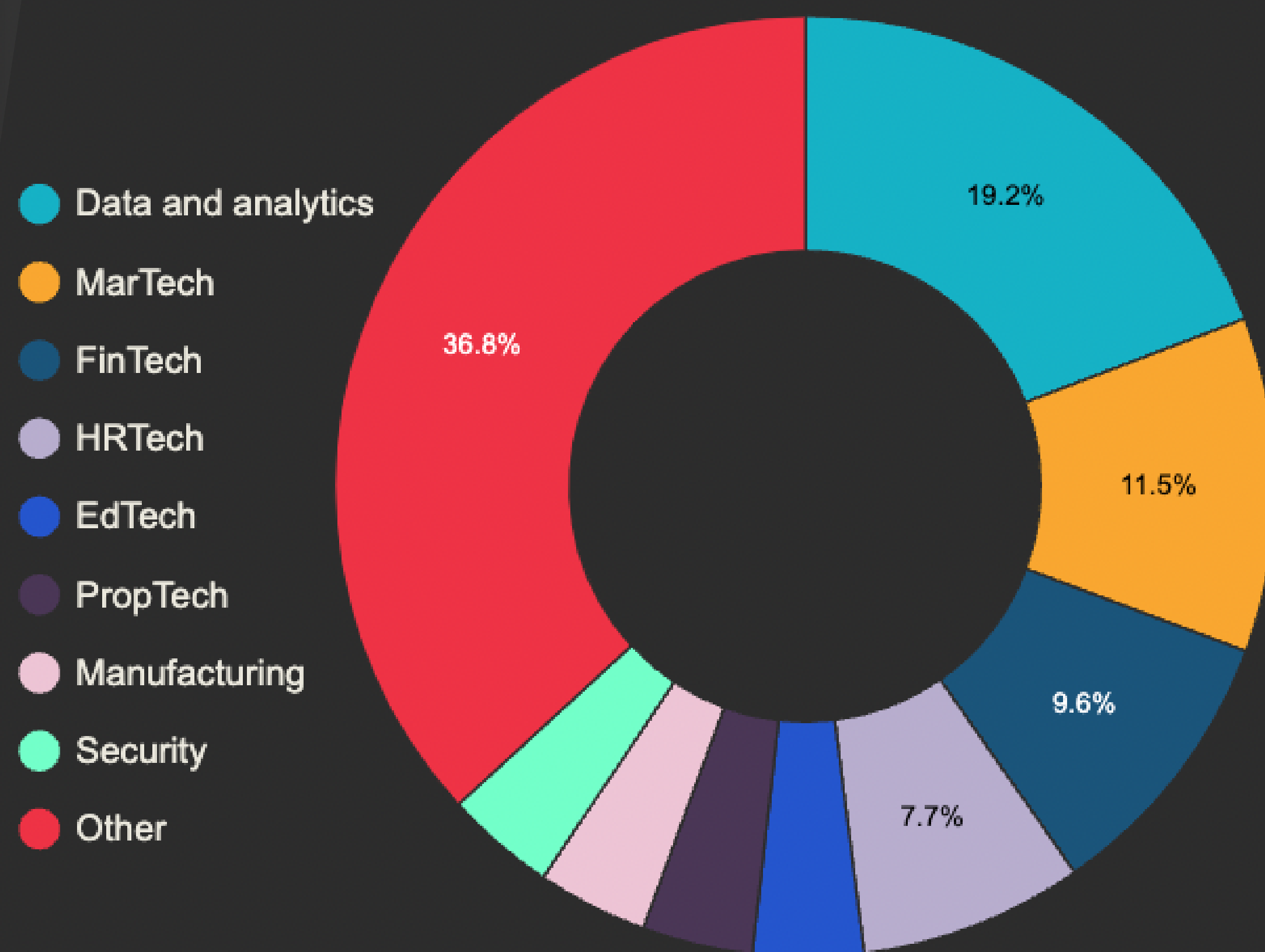
Thank you to all those who participated in the survey, as we hope your input can provide valuable insight for others in our space.

If you're interested in connecting with 2000+ other B2B tech and SaaS marketers, to hear more insights, advice and commentary on the current landscape, we'd love to have you in our community. Head to [finite.community/membership](https://finite.community/membership) to join.

Alex Price  
Founder of FINITE



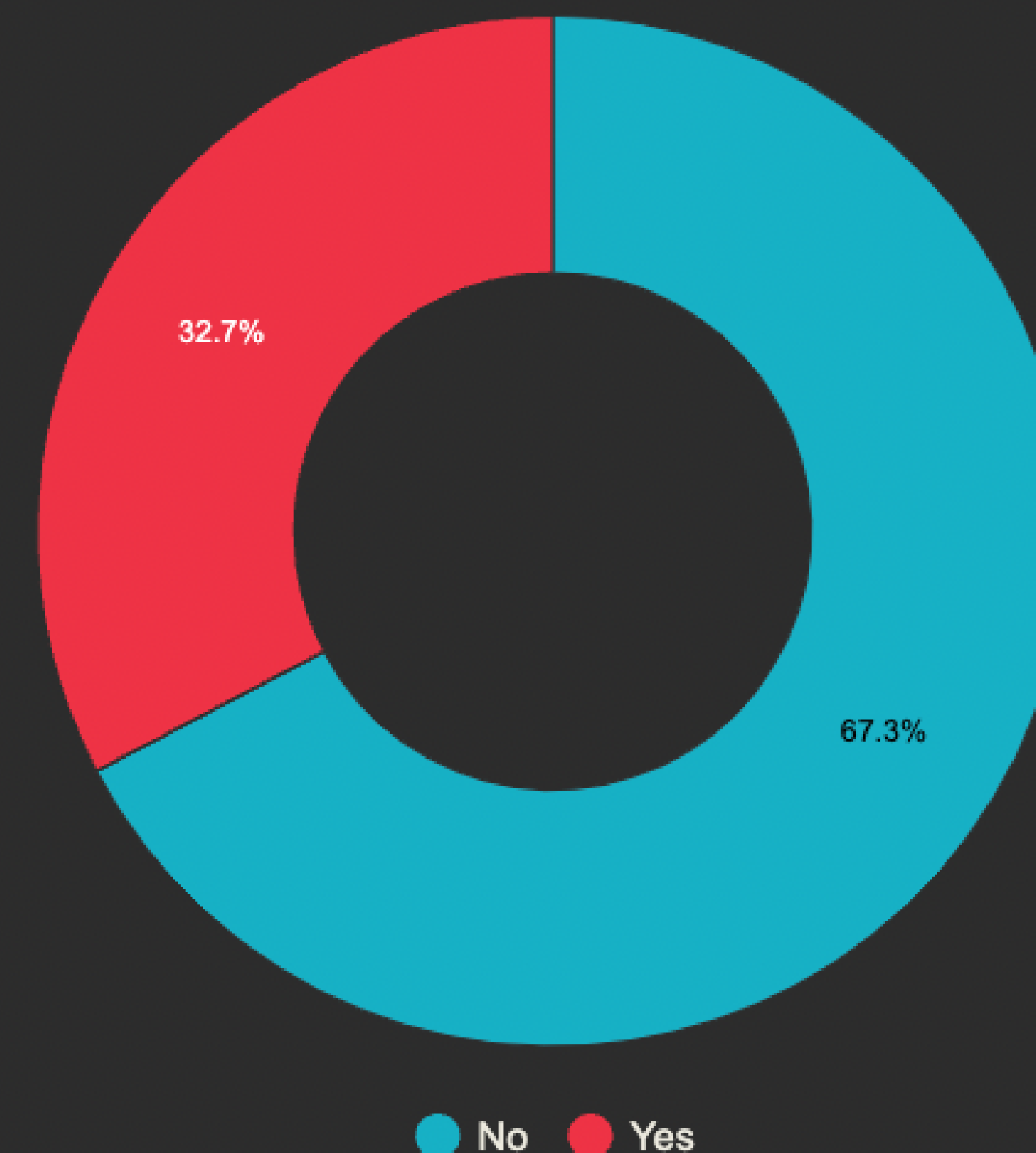
# SIZES AND SECTORS OF B2B TECH & SAAS COMPANIES SURVEYED



# ONE THIRD OF B2B TECH & SAAS COMPANIES HAVE REDUCED THEIR MARKETING BUDGETS IN RESPONSE TO THE CHANGING ECONOMIC CLIMATE IN 2022

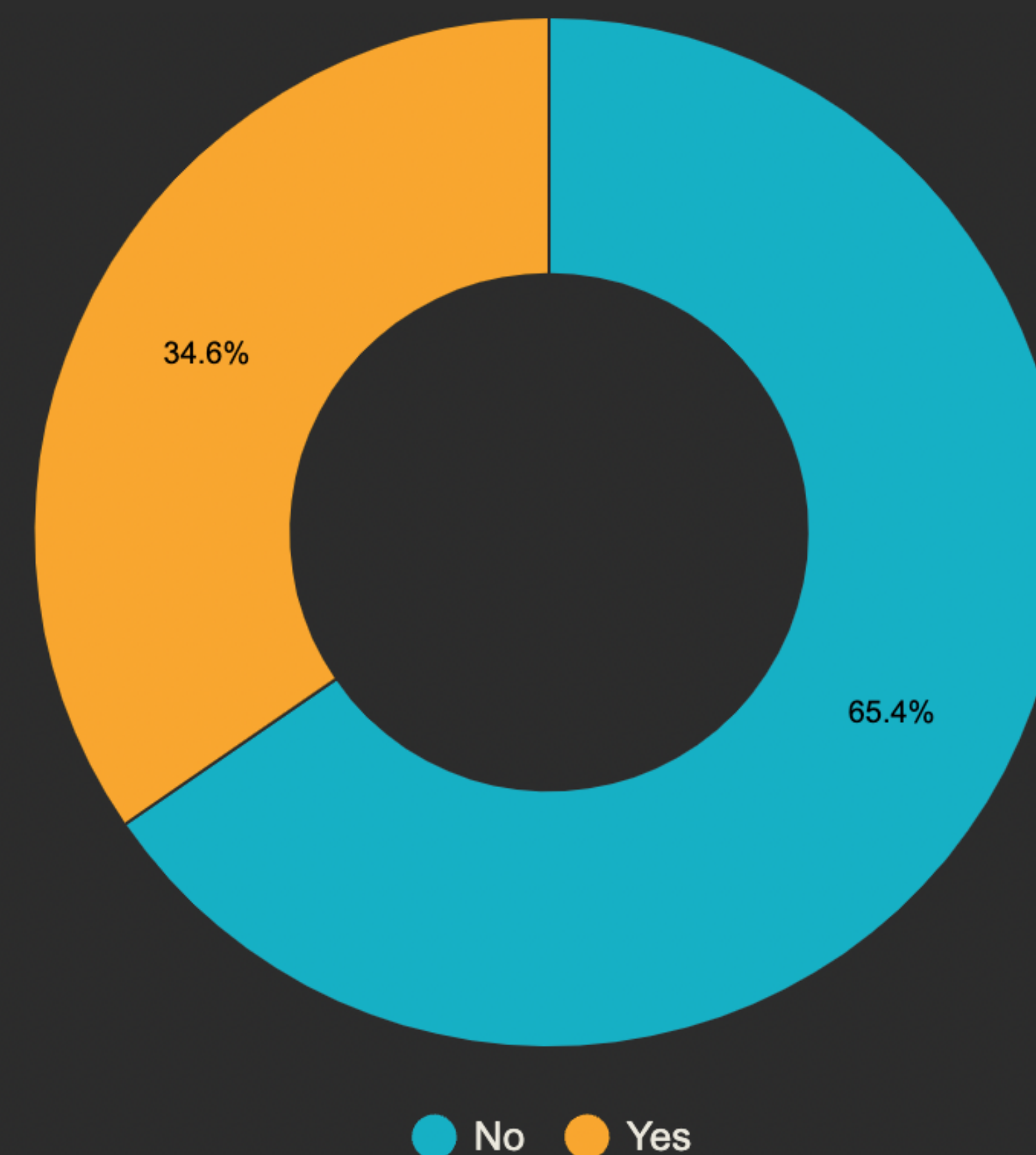
One respondent mentioned tech businesses are now trying to stay afloat, rather than grow: *"Getting funds for new initiatives is getting harder and harder to achieve even with estimated ROI calculated. Businesses are assessing the risk and are trying to hold onto the cash to avoid going under."*

Have marketing budgets been cut in your organisation since the start of 2022 in response to the changing economic climate?



# 35% OF B2B TECH MARKETERS HAVE DISCUSSED THE REDUCTION OF MARKETING BUDGETS IN THE NEXT 3 TO 6 MONTHS

Has discussion been had about potentially having to reduce marketing budgets in the next 3-6 months, in response to the changing economic climate?



One respondent, representing a medium-sized PropTech company, added, *"budgets are being cut to maintain profit at a time when your competitive advantage has shrunk."*



## FURTHER COMMENTS FROM B2B TECH AND SAAS MARKETERS ON THE CHANGING ECONOMIC CLIMATE

*"We're in a growing market and attached to the boom of metaverse. This puts us in a different, new technology category, which helps to get past the economic storm."*

Small enterprise, ARTech

*"Our marketing budgets are actually increasing this year, and we're hiring additional marketing staff and increasing our agency spend (SEO, PR and content creation agencies)."*

Medium-sized enterprise, InsurTech

*"Redundancies have also been part of the response to the climate."*

Large-scale enterprise, MarTech

*"Not looking to reduce budget but to pull back on overspend to the end of the year."*

Medium-sized enterprise, SMB Management

*"(Although our overall marketing budget has decreased) SEO budgets have increased."*

Large-scale enterprise, data and analytics

*"Investment is being more centralised with the same budget having to be split more aggressively across brand and demand generation. This means that there is more global spending happening for brand at the behest of the region's spending on demand generation."*

Large-scale enterprise, data and analytics



If you're a B2B tech and SaaS marketer, come join FINITE, our private, global community. We deliver content and events about current trends and challenges in our industry, to help members connect, share, learn and grow.

Head to [finite.community/membership](https://finite.community/membership) to join.